



audience development

The Audience Development Division identifies arts industry needs and opportunities through research, consultation, and ongoing communication with artists and arts organisations.

Established in 1996, the Audience Development Division aims to:

- strengthen existing audiences and build new audiences for Australian arts;
- enhance arts marketing skills and practices in Australia;
- promote Australian arts, nationally and internationally; and
- establish new international markets for Australian arts.



Left to right: The Minister for the Arts and the Centenary of Federation, the Hon. Peter McGauran, MP; Australia Council Chair, Dr Margaret Seares; the Minister for Foreign Affairs, the Hon. Alexander Downer, MP, at the launch of the Australia Council's International Initiatives 1999-2001, a new \$10.2 million package of Federal Government-funded initiatives. Photo: Judy Turnbull

NATIONAL ACTIVITIES

Arts Marketing Workshops

The Division completed a national series of arts marketing workshops. The workshops followed the release of the arts marketing guide, *Marketing Strategies for Arts Organisations*

Regional Volunteers Training

Volunteers in the arts are an often overlooked resource, and a critical link between customer or community and company, especially in a regional context. As there is no consolidated program of training for the many thousands of volunteers who comprise this vital part of Australia's arts industry, Audience Development funded Regional Arts Australia, the peak regional arts organisation in Australia, to research, develop and design a training framework for this purpose. The program will provide a foundation for other regional arts initiatives in 1999–2000.

Arts Marketing Publications and Resources

The Division commissioned and distributed several publications to assist arts organisations in enhancing their marketing and audience development. In 1998–99, along with the second edition of the popular *Marketing Strategies for Arts Organisations*, the Division published:

- *Who's My Market?* a practical guide to conducting audience research;
- *Miles Ahead* which highlights 45 examples of innovative arts marketing gathered through research across regional Australia in 1997;
- *Access All Areas: Marketing the Arts to People with Disabilities* a practical guide to assist arts organisations to market themselves and their work more effectively to people with disabilities. The publication was released in May in association with 'Marketing to Audiences with a Disability' workshops

in Melbourne and regional Victoria, supported in partnership with Arts Victoria.

fuel4arts (www.fuel4arts.com), Australia's arts marketing web site, was launched by the Hon. Peter McGauran, MP, Minister for the Arts and Centenary of Federation, on 19 November 1998. Since its launch, fuel4arts has built its profile and reach with over 7,000 actual user sessions and an average of 700 hits per day.

Young Audience Development

State Theatre Company South Australia

The Division assisted State Theatre Company South Australia to examine the effectiveness of the various components of the Audience Development funded State Theatre Company South Australia young audience development strategy: CLUBtwentysix, web@state nights, Clipsal Curtain Raiser subscriptions and Youth subscriptions; and to measure changes in attitudes and behaviour of youth to theatre.

Since 1996 when State Theatre Company South Australia embarked upon the young audience development project, over 2,500 young people in Adelaide joined Club 26, increasing the membership by 357 per cent, to a total membership of approximately 3,200. Generous sponsorship by Gerard Industries added 250 free youth subscriptions per year for ten years to the strategy.

'Teenage Reading'

Working in partnership with the Australian Centre for Youth Literature, research began into the reading habits, experiences and preferences of the 13 to 19-year age group to inform the future promotion of reading to that audience.



Queensland Theatre Company's 'Go Live' campaign

In April 1999 the Queensland Theatre Company launched Go Live. Developed with Australia Council and Arts Queensland support, Go Live targeted South-East Queensland's youth audience. Under the unique pricing concept young people pay their age in dollars, for example, if you are 17 you pay \$17, plus a \$2 booking fee. Go Live is being marketed with specially designed advertising and promotion through the street press, clubs and cafes.

Theatre Royal and Salamanca Theatre Company, Tasmania

Audience Development assisted these two companies to collaborate in conducting research into the youth audience aged between 17 and 26 years. The research will examine Tasmanian attitudes, needs, desires, motivating factors and barriers to participation in theatre and will inform the companies' young audience development strategies.

Cooperative Marketing

The Division assisted arts organisations to more effectively market their artistic products and services through collaboration and pooling of resources. Audience Development continued its support for: Arts Around Adelaide in association with Arts South Australia; Canberra Arts Marketing in association with artsACT; and assisted the establishment of artsMARK, a new Darwin-based arts marketing consortium, with the Northern Territory Department of Arts and Museums and Darwin City Council. In 1998-99 the Division-funded

Best in Sydney consortium was launched to market contemporary Australian fine crafts to the major conventions market.

A study into cooperative arts marketing in Australia commenced to examine the range, scope, and effectiveness of current activity, including consideration of non-arts and overseas models, and a review of Arts Around Adelaide and Canberra Arts Marketing.

Online Audience Development

Audience Development, in partnership with the Department of Communications, Information Technology and the Arts, provided support for the National Association for the Visual Arts (NAVA) to develop a major Australian visual arts web site. The Division also assisted the development of a new site for the Australian Script Centre. 1998-99 saw the completion and launch of two Audience Development-funded web sites: the redesigned Australian Music Centre site (www.amcoz.com.au) which connects the world to the most complete collection of works by Australian composers and is linked to the new National Networked Facility for Research in Australian Music (NFRAM) web site (nfram.anu.edu.au); and the Sydney Contemporary Arts Network's (SCAN) new web site (www.sydnearts.net) designed mainly for school audiences. Assistance for such initiatives completes a three-year program of working with peak arts industry groups in effective use of new technology for audience development.

Audience Development Specialists

The Division assisted a range of arts

'Canberra Arts Marketing', an arts marketing consortium with over fifty members, created the 'what's on today & tonight?' hotline. *Image:* Courtesy of Canberra Arts Marketing ©1999 Canberra Arts Marketing

organisations to access professional audience development expertise.

Funding was provided for a marketing professional to work with Craft Australia on promoting Craftmark, the new quality assurance mark for the Australian crafts; and to enhance the Division's partnership with Arts Tasmania to provide professional arts marketing advice to the Tasmanian arts community.

Audience Research

The Division funded a range of research designed to provide arts organisations with data on audience trends.

Examples include:

- A national galleries and museums shops benchmarking project to obtain quantitative data on retail operations and establish national benchmarks.
- Comprehensive research into current issues in national and international audience development and marketing of Australian arts.
- Regional performing arts audience research involving 30 regional venues (sponsored by Pacific Micro Marketing, the Asia Pacific licensee of the MOSAIC geo-demographic profiling system). The project analysed and summarised the venues' data, both individually and collectively, and builds on an earlier pilot study involving the South Australian Country Arts Trust's (SACAT) four regional venues and the Geelong Performing Arts Centre. The audience information in the database provides detailed audience profile and identifies the potential for building new audiences.
- Contemporary dance audience research in collaboration with the 'Made to Move' program presenters and the Department of

'fuel4arts', the interactive arts marketing web was launched in November 1998 by the Minister for the Arts and the Centenary of Federation, the Hon. Peter McGauran, MP. Logo design: David Egan



Communications, Information Technology and the Arts.

- Conducted in partnership with Arts Victoria, a significant pilot project of international arts market research resulted in comprehensive market profiles of the United Kingdom, Germany, and Japan; an introduction to touring overseas; and options for developing an arts export information service to improve the flow of touring and marketing information and to support Australian arts export growth.

INTERNATIONAL ACTIVITIES

Venice Biennale

The Australian exhibition at the 48th Venice Biennale opened in June 1999. An Australia Council project, coordinated by Global Art Projects, *The Home Show* comprised the work of the late Howard Arkley and received much critical acclaim and attracted large audiences. The work will be exhibited at the Australian Pavilion in Venice until November 1999 and in Australia in January 2000.

Asialink

Asialink, through a partnership with the Division, supports more than 30 Asian arts residencies annually, covering visual and performing arts, new media arts, literature and arts management. Through the program, artists and arts managers are linked to cultural networks that result in long-term involvement within our geographic region. Examples of residencies in 1998-99 include: Fotis Kapetopoulos, Executive Officer of Multicultural Arts Victoria, working with the Festival of Asian Performing Arts in Singapore; Mike Canfield, Artistic Director of the Australian Theatre of the Deaf, leading workshops on visual communications for hearing actors and directing *Request of Spring* for the Vietnamese National Theatre; Paddy



Already in its second edition, *Marketing Strategies for Arts Organisations* is the popular, practical guide to developing marketing strategies for small to medium-size arts organisations written by Dr Peter Steidl and Robert Hughes.

O'Reilly, novelist, researching her next novel while writer-in-residence at Tamagawa University, Japan; and Greg Pryor, painter and artist-in-residence at the Beijing Art Academy, producing work which was exhibited at the Beijing International Art Palace.

Visiting International Publishers (VIP) Program

The Division's first 1998-99 VIP program ran concurrently with the Sydney Writers Festival (May 1999) and involved nine international publishers and agents from the UK, USA, Germany and Switzerland meeting with their counterparts in the Australian publishing industry, as well as writers and media. Over 250 appointments were organised for the VIPs over four days and immediate results include: Mohrbooks in Zurich signing Hodder Headline; research for an Australian issue of *Granta* to be published in 2000; the Australian magazine *Heat* to be distributed by Harvill in the UK; and many individual titles under consideration.

The second 1998-99 program coincided with the Australian Book Fair (June 1999) and involved three Japanese publishers and agents who investigated publishing and translating opportunities for

Australian fiction and non-fiction in Japan.

International Book Fairs

Since 1996, the Division, in partnership with the Council's Literature Fund and the Australian Publishers Association, has pursued a policy that supports the attendance of Australian publishers at major international book fairs including, for example, BookExpo America, Frankfurt, and the Bologna Children's Book Fair. The program concentrates on assisting 'export-ready' publishers to produce key promotional materials, such as rights catalogues and translation samplers. Attendance at overseas book fairs enables Australian publishers and agents to negotiate rights sales for their Australian lists, which in turn increases the viability of the Australian publishing industry and the international readership of Australian writers. In 1998–99, the program was extended to include literary agents.

Visual Arts Fairs

In partnership with the Australian Commercial Galleries' Association (ACGA), the Division ensures that the Australian presence is enhanced at

significant international art fairs such as Art Cologne, ARCO Madrid, Art Basel and Art Chicago. The aim is to promote and sell contemporary Australian visual art in key overseas markets.

Craft Fairs

In partnership with Craft Australia, the Division supported high-quality Australian representation at a range of major international craft fairs, including the Munich Craft Fair, Sculpture Objects Functional Art (SOFA) in Chicago, and the San Francisco Gift Fair.

Performing Arts Markets

Australian Performing Arts Market

Work began in 1998–99 to attract overseas producers and presenters to the 4th Australian Performing Arts Market to be held in conjunction with the 2000 Adelaide Festival. The 'Arts Market' is now a fixture in the international arts calendar, with continuous follow-up touring by companies, groups and artists.

The following tours and activities are examples of those that benefited from the 3rd Australian Performing Arts Market:

- Stalker Theatre Company, tour of *Blood Vessel* to Europe, June - July 1999;
- 5 Angry Men, tour of *The Bell* to Europe and Israel, June - September 1999;
- Legs on the Wall, tour of *Under the Influence* to Holland and Belgium, September - October 1999;
- Urban Dream Capsule, UK and Canada, June - July 1999;
- Strange Fruit, tour of *The Field and Flight* to Europe and Korea, May - September 1999;
- The Hoodangers, Europe, USA and Canada, June - August 1999;
- Leah Purcell, tour of *Box the Pony* UK, August 1999;
- Deborah Cheetham, tour of *White Baptist Abba Fato* Europe and New Zealand, July - August 1999;

Legs on the Wall's production of *Under the Influence* toured internationally as a result of its success at the 3rd Australian Performing Arts Market. Photo: Simon Davidson, courtesy of Legs on the Wall



- Ranters Theatre, tour of *Features of Blown Youth* to Germany, June 1999;
- Bambuco, tour of *Bambuco: RCH* to Germany, June-July 1999; and
- Fruit Music, USA, January 1999.

It is estimated that approximately \$25 million has been returned to performing arts companies and artists through this ongoing initiative since 1994.

Overseas markets

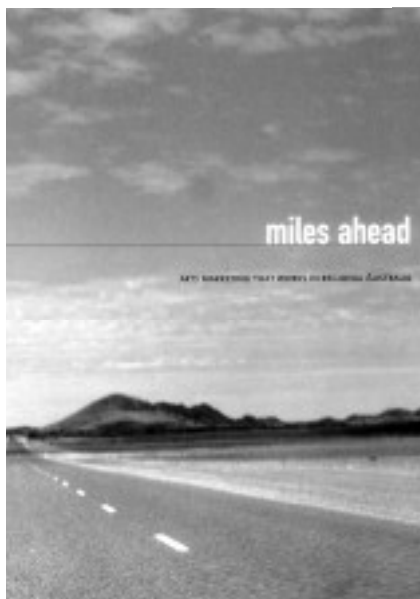
Audience Development supported attendance at selected overseas performing arts markets including CINARS in Montreal, Canada, and the Tokyo Performing Arts Market, Japan—both with alliances to the Australian Performing Arts Market.

In partnership with Arts Victoria, the Division supported a major showcase of Chunky Move Dance Company at CINARS in December 1998 and assisted several Australian performing arts representatives to promote Australian companies and artists at the CINARS market.

Major Organisations International Touring

International tours of Australia's high-profile performing arts companies is assisted through the Division. The aim is to assist these companies to consolidate and build new overseas markets as part of their three-year strategic plans. Recent recipients include: Circus Oz; Meryl Tankard Australian Dance Theatre; Bangarra Dance Theatre; Sydney Dance Company; The Australian Ballet; The Australian Chamber Orchestra; and Company B Belvoir in association with Black Swan Theatre Company to tour *Cloudstreet*.

The tour of *Cloudstreet*, initially developed through the Major Festivals Initiative and promoted to overseas presenters and



miles ahead: arts marketing that works in regional Australia includes 45 case studies from across the nation looking at innovative approaches to arts marketing in regional Australia.
Cover image and design: Paul Clark Design

producers through the 3rd Australian Performing Arts Market, will take in the Zuercher Theater Spektakel (Zurich Theatre Festival); the Riverside Studios in London, co-presented by the Royal National Theatre; and the Dublin Theatre Festival.

International Policy Coordination and Cultural Relations

The Division liaises on international policy and activity with relevant Federal Government Departments, in particular the Department of Foreign Affairs and Trade. This enables Council to advance the interests of Australian artists. Activity includes sending selected arts material to all Australian embassies and diplomatic posts, briefing Heads of Mission and key cultural staff on current and forthcoming Australian activity in their country or region, and coordinating briefings for cultural relations officers from Australian overseas posts.

As part of its international coordination responsibilities, the Division developed a new overarching international policy framework for the Australia Council. The framework incorporates four elements:

Arts Development; Market Development; Cultural Relations; and Cultural Promotions.

Through the Division, the Australia Council has played a leading role in the Australia International Cultural Council (AICC), created in February 1998 by the Hon. Alexander Downer, Minister for Foreign Affairs, and its inter-departmental support group, the Commission for International Cultural Promotion (CICP), an outcome of the AICC's second meeting on 3 March 1999.

Cultural Relations Internship Program

In order to support international market development for Australian arts, the Division has established a pilot program of one-year placements for experienced arts managers in countries which are key markets for Australian arts companies and artists. The role of the intern is to support key arts market development initiatives, create new opportunities for the Australian arts, and gather market information to feed-back to Australian arts organisations.

A pilot internship began in Japan in February 1999 as a joint initiative with the Australian Embassy in Tokyo and the Australia Japan Foundation. The Division is finalising the establishment of a similar internship in Germany, a key market for Australian arts.

